

October Social Media Newsletter

A National AAP Publication

What's happening this month?

Stay In the Know

- **Updates to X/Twitter:** X (formerly known as Twitter) recently announced an update in the platform's blocking feature. You can still block an account from engaging with your account, but even when blocked, the account will still be able to see your posts.
 - Read more here: [X will let people you've blocked see your posts - The Verge](#)

October is **SIDS Awareness Month**

- Check out our [Safe Sleep Campaign toolkit](#) for a variety of resources to help guide conversations about safe sleep with families including videos and graphics.
- **Here's a sample post to share this month. Feel free to share on all social media channels you're active on:**
 - Parents, make sure you get your babies to sleep safely with a pediatrician approved recipe for #SafeSleep! Check out these do's and don'ts during #SIDSawarenessmonth:
<https://www.healthychildren.org/English/ages-stages/baby/sleep/Page/s/a-parents-guide-to-safe-sleep.aspx>

Learning Differences/ ADHD Awareness Month is also in October. Share important information & resources with families on learning differences and ADHD. Share our updated HealthyChildren.org article: [Learning Disabilities What Parents Need To Know](#).

Here are a few sample posts to share this month:

- Children who learn and think differently can thrive with the right support. The sooner you know what's going on with your child, the sooner you can get them the help they need. Learn more:
<https://www.healthychildren.org/English/health-issues/conditions/learning-disabilities/Pages/Learning-Disabilities-What-Parents-Need-To-Know.aspx>
- Regardless of the cause of learning difficulties your child may be experiencing, the first step is to recognize that they need help and to discuss concerns with your child's teachers and pediatrician. Learn more during Learning Differences Awareness Month:

<https://www.healthychildren.org/English/health-issues/conditions/learning-disabilities/Pages/Learning-Disabilities-What-Parents-Need-To-Know.aspx>

More sample posts to share this month:

○ Children's Environmental Health Day (10/10)

- Introducing children to the joys of nature and outdoor play not only improves their health, but it also teaches them to appreciate and care for the planet. Learn more on Children's Environmental Health Day: <https://healthychildren.org/English/family-life/power-of-play/Pages/playing-outside-why-its-important-for-kids.aspx>

Halloween Safety

Keep these tips in mind to help your children have a healthy and safe Halloween:

-  Plan costumes that are bright and reflective.
-  Make sure that shoes fit well, and that costumes are short enough to prevent tripping, entanglement, or contact with flames.
-  Consider non-toxic makeup and decorative hats as safer alternatives to masks.
-  Consider offering non-edible goodies to trick-or-treaters visiting your home to avoid allergy scares.
-  Do not use decorative contact lenses without an eye examination and a prescription from an eye care professional.

More safety tips

here: <https://www.healthychildren.org/English/news/Pages/Halloween-Safety-Tips.aspx>

X

Teen Driver Safety Week (October 15-21)

- Parents and caregivers: check out a pediatrician-approved teen driving agreement during #TeenDriverSafetyWeek to promote safe driving habits: <https://www.healthychildren.org/English/ages-stages/teen/safety/Pages/Teen-Driving-Agreement.aspx>

Terrisha Jackson

Social Media Content Producer - American Academy of Pediatrics